Tsinghua University Science Park ● Beijing ● P.R. China
The Supporting System of Science Park

---- Case Introduction of TusPark

Nov. 13, 0900-1100,
at Conference Hall, INNOPOLIS Foundation

2014 UNESCO-WTA International Training Workshop

11(Tue)-13(Thu) November, 2014 at Conference Hall, INNOPOLIS Foundation, Rep. of Korea

Herbert Chen  COO, Tsinghua University Science Park (TusPark, powered by TusHoldings)
Director of China Office, Board member, President of Asian Pacific Division, International Association of Science Park and Areas of Innovation (IASP)
Board Member, UNESCO Regional Center for Technology Incubators and Science Parks Development (IRIS)
Preface

Practices around the world have proved that the development of high-tech enterprises is inseparable from both the creation and improvement of innovation capability.

Supporting System – science and technology service is very important for the high-tech enterprises to start and growth easily.

Supporting System – the main function of science and technology service is to help the SMEs by collect variety of innovative elements including government, industry, university, research, finance and many other intermediaries.
Supporting System of Science Park

It is the Supporting System who make the difference
Supporting System is the soul of the Science Park
Supporting System is the core competitive of the Science Park
Supporting System of Science Park

Doesn’t matter how big, or how small your science park and incubators, You need some one concentrate at how to build the Supporting System to the tenants:

✧ Basic and Business Supporting System
✧ Innovative value added Supporting System

The Key:
Find the best people to do it
Supporting System of Science Park

Although the high-tech companies can have interaction with surrounding resources, there is no doubt that a highly efficient innovative Supporting System can promote the cooperation and improve the use intensity of resources.

• Basic Supporting System

The basic property management is to maintain the infrastructure such as elevators, air-conditioners, electricity, and water supply etc.

These kinds of Supporting System are always outsourced to some professional firms. However, in such large park, employees of itself maybe can provide better Supporting System and is more easily to coordinate and scheduling.
Supporting System of Science Park

• Value Added Supporting System

Science and Technology Parks connecting & collecting all the resource and service to the company through the innovative Supporting system
Supporting System of Science Park

- **Classified Supporting System** according the size of the tenant

Large-sized Science Park should offer different methods and content according to the needs of clients. For example, small sized firms focuses more on employee training, marketing, stock share structure, law consulting. But to large sized firms, we should pay more attention to the promotion and transformation of research fruits, and strengthening the communication and cooperation.
Supporting System of Science Park

• Special Supporting System for the different stage of the company development

Provide support by different methods in the different developing stage of the company.

During the different stage of the development, the company may need different support, the science park should pay more attention on the special Supporting System which could just suitable for the company at that time point.
Supporting System of Science Park

• Special Supporting System

Provide support by different methods in the developing process. e.g. set the mechanism of mentor and mentee between CEOs. e.g. arrange meetings for the investors into the park regularly. e.g. gather various resources to support the potential firms.

• On line Supporting System

Having developed for a long time and accumulated lots of experience, we can apply the resources and experience onto the Internet platform for better support providing. Improve efficiency as well as promote economic and social development more widely.
Incubation Services from KSP

KSP offers a variety of support services that best meet the needs of a venture company in each stage of business growth, ranging from nurturing an entrepreneur, business startup support to business growth support. With more than 20 years of experience and expertise in the area, we have a focused commitment to helping entrepreneurs start and grow their new businesses.

Business Support
- KSP Business Support Center
  - Sales Support
  - Support for New Product Development and New Business Development
- Business Matching

Nurturing Entrepreneurs
- KSP Business Innovation School
  - Nurture Aspiring Entrepreneurs
  - Improve Innovative Mindset
  - Seminars and Exchange Meetings
- Nurture Corporate Entrepreneurs
  - Guide Development of Business Plan
  - Develop and Follow up on Capital Policy

Provide Technological Seeds and Information
- Collaborate with KAST (Test Measurement, Patent Search)
- Introduce Seeds from Universities and Research Institutes

Financing Support
- Guide Financial Planning
- Introduce Various Financial Facility and Government subsidies
- KSP Fund
- Introduce Venture Capitalists

Multiple Office Solutions
- KSP’s “Yume” Offices
- Post Incubate Facilities
- KSP Shared Offices / Startup Rooms
- KSP-Think (Office)

Pre-Business Startup Post-Business Startup Growth Period
Supporting System of Science Park

Hsinchu Biomedical Science Park’s Service

In addition to the various continuous improvement work, the Hsinchu Biomedical Science Park (HBMSP) is also offering a range of different supporting service to the subscribers including evaluation support information, intellectual property (IP) enquiry service, education & training, electronic communication, knowledge community, business seminar, business matching & promotion and industry intelligence through the information portal that can be accessed through the Biomedical Science Park website http://www.hbmsp.sipa.gov.tw

The Biomedical Science Park’s service includes:

1. International standardized Technology Electronic Document System: to help the industry in minimizing the effort in product pre-market procedures and speed up the process in gaining international accreditation.
2. The Hsinchu Biomedical Science Park Website: an information exchange platform for the Biomedical industry and the Biomedical Science Park.
4. Integrated Research & Development Platform: to upgrade the research capability and to lower the R&D cost required for the research unit, clinical medicine and tenant companies, and to enhance the development of translational medicine research.
5. Inquiry Database of Examination Organizations, Laboratories and Clinical Research Organizations: to provide support in investment planning, advisory, evaluation, registration and integration support for companies in the HBMP.
6. e-Learning System: to provide training, lectures and electronic forum on Biomedical IP techniques, regulatory standard and information system operation.

Besides, forum and seminars on topics like patent law, regulatory standard, accreditation and industry trend to assist technical personnel in their on-the-job training and upgrade the industry competitiveness.
Supporting System of Science Park

Technopolis Group, Finland

Basic & Business Supporting System

Customer Services
ICT Services
Conference Services
Workplace Management Services

Reception & Info Services
Office Services
Postal Services
Conference and Event Services
Video Conferencing Services

Restaurant Services
Cleaning Services
Renovation Services
Office ICT Solutions
Voice Services
Workplace Services
Security Services

Business Services - Added Value

前台服务
前台服务

办公室服务

邮政服务

会展服务

视频会议服务

餐饮服务

办公场所服务

保安室服务

装修服务

保洁服务

信息通信服务

语音服务

Nov. 2014

Supporting System of Science Park

Technopolis Group, Finland

Value Added Supporting System

- Innovation Mill
- Match-making
- Technopolis Online
- Fundraising Services

- Strategic Contacts
- Access to Networks
- Efficient Public Financing
- Multisource VC & Angel Equity Rounds

- IPRs
- Pre-negotiated Funding
- Development Services - Profitable Growth
- IPRs
- Pre-negotiated Funding
- Development Services - Profitable Growth

- Real-time Company & Market Data
- Global Market Intelligence
- Business Tools & Templates

- Knowledge Capitalization
- Venture Capital
- Equity Financing

International Market Integration
Business Tools and Models
Current Companies and Market Information

Strategic Partners
Entry into the Network
Efficient Public Investment
VC and Angel Investment
Equity Financing
Supporting System

- **Facility Service:**
  - Auditorium / Conference room
  - Cafeteria
  - Meeting room

- **Business Service**
  - VC, Seed capital funds
  - Business development
  - Networking

<table>
<thead>
<tr>
<th>Services</th>
<th>Percentage of STPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting, legal, and related services</td>
<td>63.9%</td>
</tr>
<tr>
<td>Assistance with corporate relocation</td>
<td>36.1%</td>
</tr>
<tr>
<td>Assistance with other venture/seed capital funds</td>
<td>80.7%</td>
</tr>
<tr>
<td>Auditorium / Conference room</td>
<td>92.4%</td>
</tr>
<tr>
<td>Bank office / Banking services</td>
<td>49.6%</td>
</tr>
<tr>
<td>Business development / Support services</td>
<td>79.8%</td>
</tr>
<tr>
<td>Cafeteria</td>
<td>85.7%</td>
</tr>
<tr>
<td>Catering</td>
<td>73.1%</td>
</tr>
<tr>
<td>Electronic security systems in common areas</td>
<td>69.7%</td>
</tr>
<tr>
<td>Electronic security systems for single buildings</td>
<td>60.5%</td>
</tr>
<tr>
<td>Event planning</td>
<td>60.5%</td>
</tr>
<tr>
<td>Golfing facilities(in the park or within 10 km)</td>
<td>23.5%</td>
</tr>
<tr>
<td>Hotel</td>
<td>23.5%</td>
</tr>
<tr>
<td>IP consultancy. Patent attorneys. etc</td>
<td>68.1%</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>27.7%</td>
</tr>
<tr>
<td>Lab facilities / Lab equipment for rent</td>
<td>63.9%</td>
</tr>
<tr>
<td>Management support services (consultancy. etc)</td>
<td>76.5%</td>
</tr>
<tr>
<td>Marketing &amp; Promotions</td>
<td>58.0%</td>
</tr>
<tr>
<td>Medical services</td>
<td>26.9%</td>
</tr>
<tr>
<td>Meeting rooms</td>
<td>94.1%</td>
</tr>
<tr>
<td>Networking (external)</td>
<td>83.2%</td>
</tr>
<tr>
<td>Networking (internal)</td>
<td>86.6%</td>
</tr>
<tr>
<td>Own venture or seed capital funds</td>
<td>31.9%</td>
</tr>
<tr>
<td>Public / Investor relations</td>
<td>59.7%</td>
</tr>
<tr>
<td>Public transportation</td>
<td>65.5%</td>
</tr>
<tr>
<td>Residential area (houses. apartments. etc.)</td>
<td>17.6%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>64.7%</td>
</tr>
<tr>
<td>Secretarial services</td>
<td>41.2%</td>
</tr>
<tr>
<td>Security surveillance (24 hr)</td>
<td>71.4%</td>
</tr>
<tr>
<td>Security surveillance (only on working hours)</td>
<td>16.0%</td>
</tr>
<tr>
<td>Shops. mall. etc</td>
<td>21.0%</td>
</tr>
<tr>
<td>Sport facilities</td>
<td>46.2%</td>
</tr>
<tr>
<td>Residents development</td>
<td>42.0%</td>
</tr>
<tr>
<td>Training courses</td>
<td>68.9%</td>
</tr>
<tr>
<td>Travel agency</td>
<td>18.5%</td>
</tr>
<tr>
<td>Videoconference room</td>
<td>56.3%</td>
</tr>
<tr>
<td>Other</td>
<td>5.8%</td>
</tr>
</tbody>
</table>
General Introduction of TusPark

TusPark was start to build in 1994, The first building was finished in 1998, Total area is 770,000 square meters of 22 buildings was finished by 2010. There are around 800 companies and 35000 employees working in the TusPark. The total output value is about 40 billion RMB (5,7 Billion USD) at year 2014.
The Science Park -- Garden
The Science Park – Sunny lobby
The Science Park – ST Tower
General Introduction of TusPark

Powered by Tus-Holdings, there are more than 10 Sub-Incubators (Tus-Star), more than 20 Sub-Parks (TusPark) and more than 5 S&T Cities (Tus-City) around mainland of China.
## Supporting System of TusPark  
### Basic+ Business Service

| Basic Service | Property | Property management: safe guard, security, cleaning, parking management, etc.  
Facilities Management: water supply, cooling and heating, engineering maintenance |
|---------------|----------|------------------------------------------------------------------|
| Business      | Business service: conferences, postal Supporting System and office Supporting System etc.  
Supporting businesses: banks, tickets booking, restaurants, gyms etc. |
| Telecommunications | Accessible service: phones, broadband, and satellite TV, etc.  
Added value: IT outsourcing and else  
Facilities maintenance: cable television system and basic telecommunication facilities |
| Culture       | Cultural and sports activities: public lecture, Karaok and tug-of-war etc.  
Membership card: discount card for surrounding restaurants and entertainments  
Group purchase: house, driving school, entertainment etc. |

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Note: Tus Holdings Co., Ltd Beijing P.R.China. www.tusholdings.com Nov. 2014
## Supporting System of TusPark

### Business Service

<table>
<thead>
<tr>
<th>Value Added</th>
<th>Government Policy Support</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>policy implementation: tax relief, preferential rent, personnel policies, trade policies and other relevant policies to support the implementation</td>
</tr>
<tr>
<td></td>
<td>Project application: Special business loans, green channel, innovation funds, etc.</td>
</tr>
<tr>
<td>Technology Transfer Service</td>
<td>Technology intermediaries: technology supermarkets, technology transferring</td>
</tr>
<tr>
<td></td>
<td>Platform: the test platform cooperated with universities, governments and companies.</td>
</tr>
<tr>
<td>Investment and finance service</td>
<td>Finance advisory: Loan guarantees, financial counseling, referral to discuss, two or three board listing services, etc.</td>
</tr>
<tr>
<td></td>
<td>Investment business: Venture capital, investment advisory, corporate mergers and acquisitions</td>
</tr>
<tr>
<td>Human Resources</td>
<td>Personnel Services: Corporate establishing, staff documenting, collective account management, the introduction of talent, graduates Hukou reporting, payment of social security and other agents</td>
</tr>
<tr>
<td></td>
<td>Foreign Service: helping deal with foreign employment and residence permits in China, China business invitation, visa extension</td>
</tr>
<tr>
<td></td>
<td>Recruitment: Recruitment web publishing, and organizing special recruitment on campus, the establishment of the talent pool, etc.</td>
</tr>
<tr>
<td>Communication &amp; Training Service</td>
<td>Communication activities: industry solons, CEO summits, exhibitions of technology, and financing presentation</td>
</tr>
<tr>
<td></td>
<td>All kinds of training: Business counseling, policy propaganda, management training, finance lectures, skills training, etc.</td>
</tr>
<tr>
<td>Information and Publicity Services</td>
<td>Information: via media, internet, park newspaper and member emails to spread some information</td>
</tr>
<tr>
<td></td>
<td>Publicity: via park social network to publicize the image of Park</td>
</tr>
<tr>
<td>Agency policies</td>
<td>Business Agent: business registration, high-tech identification, and other accreditation</td>
</tr>
<tr>
<td></td>
<td>Financing agencies, legal, patent, logistics, personnel, training, consulting and other professional services.</td>
</tr>
</tbody>
</table>

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23/45

Supporting System of TusPark

Business Service:

- Banking
- Meeting & Conference Room
- TusPark Club
Supporting System of TusPark

Business Service:
• Business registration;
• Government policy implement;
• Intelligent property protection;
• Financing Consulting Services;
Supporting System of TusPark

Business Service,
- Mobile Internet;
- Website;
- Newsletter;

【会员卡专区】

【关于会员卡】

“清华科技园会员卡”是清华科技园服务园区企业，提升企业员工生活品质的特色服务项目之一。持会员卡在清华科技园内所购商品或服务可享受50%积分折扣，并在参加清华科技园举办的活动中享有会员特殊权益。持卡人更可随时在清华科技园服务厅上漂亮个人档案，随时查看最新消费积分信息，留言讨论，还有更多最新优惠项目。

【申办流程】

持卡面向清华科技园园区内企业员工，填写会员卡申请表并书面申请到清华科技园服务中心办理。

办公地址：科技大厦c座9层  办公电话：62711777-17/62765888-3504/3333  售价：10元/张
Supporting System of TusPark

Specialized Service: Incubator

- About 200 start-ups under incubating,
- Incubator for overseas returnees' start-up: >100
- Incubation Systems: Bio and Life Science / Software / IC Design / Digital TV / 3G Mobile Communication...
Supporting System of TusPark

Specialized Service: HR

• Recruit and employ service;
• Training, Consulting…
Supporting System of TusPark

Specialized Service
Cradle Plan

- Young entrepreneurs with great personal passion, business potential and vision
- Established an experienced mentors with great personal passion and commitment
- Complete interactive programs between mentors and mentees
Supporting System of TusPark

Specialized Service

Diamond Plan

Individual needs of Diamond candidate companies

- Capital
- Service
- Talent
- Network
Supporting System of TusPark

Specialized Service

Diamond Plan:
The "Diamond Companies" developing fast and well after they was selected into the Diamond Plan in 2006.
Supporting System of TusPark

**Incubation Service**
- Consulting
- Training
- HR
- Policy Support
- VC
- Tech. Transfer
- Infor. & Promoting

**Incubation + Development Service**
- Policy Support
- HR
- Training
- Tech. Transfer
- VC+PE
- Inform. & Promotion
- Agency support

**Basic + Development Service**
- Basic Service
- HR
- Training
- Tech. Transfer
- inform. + Promotion
- Agency Support

- Small Tenant
- Med. Tenant
- Large Tenants

Supporting System of TusPark

Specialized Service

- Property
- Business
- Telecom.
- Vc + Finance
- Tech. Transf
- Project Appl.
- Policy Support
- Culture
- Information
- Exchange
- HR
- Training
- Promotion
- Specialized
- Active
- Personalized
- Passitive
- Diamond Plan
- Cradle Plan
- others

Tenants Demand

Special Supporting System
Supporting System of TusPark

Network Service

Largest University Science Park in the World
Nearly 20 Sub-Parks in China

基本平台

园区管理系统基础平台

- 管理分析系统 (management analysis system)
- 数据信息统计 (data and information system)
- 统计分析 (statistics and data analysis system)
- 管理驾驶舱 (piloting compartment)

基本平台的详细描述

- 内部通讯平台 (internal communication platform)
- 信息发布平台 (information publishing platform)
- 工作流程自动化平台 (workflow automation platform)
- 办公服务平台 (service and working platform)
- 分布式办公平台 (distributed office platform)

客户关系管理系统 (client relationship system)
园区租赁系统 (rental system)
园区租赁管理系统 (rental system)
园区租赁系统 (rental system)
园区租赁系统 (rental system)
后期扩展接口 (later-stage development interface)
Supporting System of TusPark

Spiritual Support:

TusPark invites governmental officials to grant awards to the settled enterprises for their achievements, effectively enhancing the enterprises' brand awareness and establishing a model for the new enterprises.
Supporting System of TusPark

Tenants companies support each other

Yes-Entrepreneurs Foundation has been set up by the “graduated” Tenants for helping the exiting SMEs.
TusPark: Mass Production Line for Producing High-Tech Start-up Enterprises

Step 1: Every thing start from Dream
If you have a dream of business start-up, Tsinghua Dream Class is where your dream can come true.

Step 2: Bring the dream into lab
Tsinghua Dream Lab is an educational and practical platform of originality, innovation and entrepreneurship of Tsinghua University

Step 3: Enter Tus-Incubator for professional incubation
TusStar Incubation Plan is an incubation plan which solicits projects globally and provides further professional incubation

Step 4: Enter TusPark for acceleration services
Special plan initiated by TusPark in 2006, aiming to foster high-tech companies with world top-grade technologies and leading industrial positions.

Step 5: Expose to the market
Helping enterprises get listed or merged, TusPark quickens the speed and success rate of listing of enterprises by helping them in equity restructuring and other preparation.

Step 6: Helping enterprises to go to the other province
6 Tus-Stars, 20 TusParks, 5 Tus-Cities is under-developing for helping the company to go out

Step 7: Helping enterprises to go all over the world.
Incubators are setting up a USA, Russia, Israel, …
Conclusions

Learning from multi-year experience in start-ups services, TusPark believes that the supporting system is the core competitive element of the science parks and incubators.

For setting up the effective supporting system, it is necessary to maximize the integration of dominant resources of government, industry, university, research, finance and intermediaries.

For setting up the constant supporting system, a good leader and a stable team is also very important for the success.

For setting up the sustainable supporting system, a good business model is the basement.
启迪控股：清华科技园的创建者和运营商
Tus-Holdings: the Creator/Operator of TusPark
Other High Tech Companies Belong to Tsinghua Holding Co., Ltd
The Business Map of TusHoldings
Welcome to

Founder & the Chairman: Mr. Mei Meng

CEO & Vice Chairman: Mr. Wang Jiwu

Thank you for your attention!